Akiko – Music Lifestyle

Ringtones – Music tones	15	eAAC+, M4a container, (up to 48 kbit/s, CBR and VBR supported)	175kb	Utilize stereo speakers; one speaker positioned on the front and one on the back; can this be utilized in a cool way?
Ringtones - signals	5	eAAC+, M4a container, (up to 48 kbit/s, CBR and VBR supported)	100kb	Utilize stereo speakers
Alarm signal	3	eAAC+, M4a container, (up to 48 kbit/s, CBR and VBR supported)	300kb	Utilize stereo speakers
Messaging sound	5	eAAC+, M4a container, (up to 48 kbit/s, CBR and VBR supported)	30kb	Utilize stereo speakers

DEADLINE: 8th of June

Akiko Content Design Direction & Mood board

The content should be designed to appeal to the target group; 20-40 year old Mainstream Materialists with a bias toward females.

The content propositions should support the Sony Ericsson and Walkman brand values.

The content design should follow the Walkman “inner blood, visible sound and tone color” concept and walkman graphic guidelines for Walkman recognition as presented on the following pages.

Finally the content design should enhance the premium Walkman feel as well as the elegance and sophistication of Akiko

Sound direction

- Akiko ringtones and sounds should have a **music focus.**
- They should be **stylish** and **sophisticated**.
- They should have an **exclusive** and **premium** touch inspired by music that is played in the top notch restaurants and clubs in Tokyo New York and Paris

Elegant soul

Stylish Jazz

Sophisticated house

Premium Classical Hits

Sound direction

- **Ringtones** should be able to penetrate a noisy environment. For that reason, the ring tone must have significant changes in pitch, melody and volume, while playing. The ring tone must contain a lot of information in the most sensitive frequency region of the human ear (typically around 2.5 kHz). But the variation of pitch and volume is of most importance to get attention from the ring tone. A clear sounding melody with high pitch and volume is easy for the human brain to detect in a noisy environment. A staccato melody is also easier to detect in comparison to a gliding melody with a lot of legato or “portamento”. After you have memorized the melody it is even easier to hear it through noise. A “groovy beat” with no particular melody might sound “cool”, but it is harder to detect through environmental noise.

- **Alarm sounds** main objective is to wake up the user. The user should wake up as soft as possible, the alarm sounds for 60 seconds and is not time critical for the user. The sound should be built up and be relatively calm the first 5-10 seconds and be more and more intrusive to reach a climax at 30s. Thus the alarm sound needs to be pretty long to minimize the number of loops. Note that the alarm is played with an increasing volume so the volume of the sound should be constant